

IN THE CLAIMS

Please amend the claims as follows:

Claims 1-19 (Canceled).

Claim 20 (New): A cash register apparatus configured to exchange information with communication terminals each of which equips a short distance wireless communication device, and provide predetermined services to users who carry the communication terminals, the apparatus comprising:

- a register mechanism;
- a bar code reader configured to read a bar code of a product;
- a register controller configured to control the register mechanism to perform a register processing in respect to the bar code of the product;
- a short distance wireless communication device;
- an imaging device configured to acquire a predetermined image of one of the communication terminals; and
- an information exchange device configured to,
 - process the acquired image and generate identification information, which identifies one of the communication terminal among others; and
 - control the short distance wireless communication device so as to,
 - establish a short distance wireless communication path with the communication terminal; and
 - initiate an information exchange with the communication terminal based on a communication between the short distance wireless communication devices using the established short distance wireless communication path.

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Claim 21 (New): The apparatus according to claim 20, wherein said short distance wireless communication device is configured to communicate via Bluetooth communication.